



**LABELER
COMES IN
2 COLORS**

**CHOOSE
FROM
10 TAPE
COLORS**



FAMOUS, QUALITY-CONSTRUCTED

Rotex® Labeler

The very same labeler that sells nationally for as much as \$13.95.

RED
3 SIZES - 10 COLORS TO CHOOSE FROM

PRODUCES LARGE,
EASY-TO-READ TYPE

SIMPLE
TO USE.

ALL YOU BUY...

are 10 rolls of fine labeling tape

1/4" TAPE M-597
10 rolls 1/4" tape @ \$1.00.....\$10.00
1/4" ROTEX Labeler \$9.95.....FREE
YOU PAY ONLY \$10.00

3/8" TAPE M-598
10 rolls 3/8" tape @ \$1.25.....\$12.50
3/8" ROTEX Labeler \$9.95.....FREE
YOU PAY ONLY \$12.50

1/2" TAPE M-599
10 rolls 1/2" tape @ \$1.65.....\$16.50
1/2" ROTEX Labeler \$13.95.....FREE
YOU PAY ONLY \$16.50

100-1 USES
ACTUAL SIZE 3/8"

BIG SIZE
ACTUAL SIZE 1/2"



GENTLE
PRESSURE
TRIGGER

Single lever operation prints, spaces letters and cuts tape. Hi-impact plastic design. The 1/4" and 3/8" labeler comes in tan and the 1/2" labeler comes in gray. Tape fits all embossing machines (including Dymo®).

**LIFETIME
GUARANTEE**
against defects
in workmanship
and materials.

Write in number of rolls wanted in each color.

TAPE SIZE	BLUE	ORANGE	GREEN	GOLD	GRAY	CLEAR	BROWN	YELLOW	BLACK	RED	PRICE TEN ROLLS	TOTAL
1/2" Tape											\$16.50*	
3/8" Tape											\$12.50*	
1/4" Tape											\$10.00*	

*Includes FREE Rotex Labeler

Total amount of order \$

MAGNA-SUITER LUGGAGE

ROOM FOR ALL YOUR CLOTHES

Distinctive styling in rugged, lightweight matching luggage

FREE
with the purchase of
3-piece nested set.
• Black 16" attache
or overnight case
(\$5.95 if purchased separately)
M-501



**M-500 3-PIECE
MATCHING NESTED
LUGGAGE SET**

\$24⁹⁵

Now at an unbelievable

COMES IN
2 COLORS
BLACK or
BROWN

THE IDEAL GIFT
for business acquaintances, personal
friends . . . and don't forget about get-
ting a set for yourself.

- The latest thing in luggage with fabric backed, leather-grained vinyl that has the look of expensive leather.
- Practically wear-proof . . . resists scuffs, stains and scratches.
- Designed to provide a lifetime of service.

- Wipes clean with a damp cloth.
- Full-width outside zippered pocket.
- All-around, non-crushable steel frames providing extra-safety factor.
- Convenient Tuck-Tite lock and key with each piece of luggage.

- Luggage set features the three most popular sizes: 15", 18", and 21" widths.
- Sturdy, hand-shaped molded handles.
- Protective set-down studs.
- Lightweight . . . doesn't have the bulk of most other pieces of luggage.

ORDER BLANK ON PAGE 4

MAGNA-SALES DESK TOP ORGANIZER

(Puts everything in its place)

Better order several at this rock bottom Magna-Sales price.

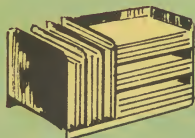
\$9⁹⁵

Choice of Gray, Beige, Mist Green or Black

V70-L LEGAL SIZE DESK TOP ORGANIZER \$11.95

FIND PAPERS WHEN YOU NEED THEM!

NOT THIS



BUT THIS

THIS ORGANIZER WILL PAY FOR ITSELF IN ONE WEEK'S TIME

This is the organizer that organizes both your work and time... saving you money, in no time at all. WE GUARANTEE THAT IT WILL PAY FOR ITSELF WITHIN ONE WEEK OR WE WILL CHEERFULLY REFUND YOUR PURCHASE. Quality steel construction. It's a combination separator-sorter that helps keep your desk top and work orderly. Trays are convenient for sorting or distributing correspondence or stationery. Vertical dividers are perfect for holding fre-

quently used catalogs, reference books or file folders. With index slot at base for labeling bins. Plus cut-outs on trays for easy paper handling. No sharp edges, inside or out. Rubber edging prevents scratches and marring. Durable baked enamel finish in choice of Gray, Beige, Mist Green or Black. Overall size: height 8 3/4"; width 16 1/8"; depth 11 1/4". At this great price you can't afford not to stock up for the entire office force!

V71



LETTER TRAY

CORRESPONDENCE SEPARATOR



V72

YOUR CHOICE
\$7⁹⁵

Any One of The Four

LEGAL SIZE\$9.95

CHOICE OF MIST GREEN, BEIGE, BLACK OR GRAY

V73



SORTING RACK
• Removable trays

V74



STATIONERY HOLDER

NEW MAGNA METAL-ETCH PERMANENTLY MARKS METAL SURFACES

Marks anything from tools to toys

Perfectly safe and easy to use

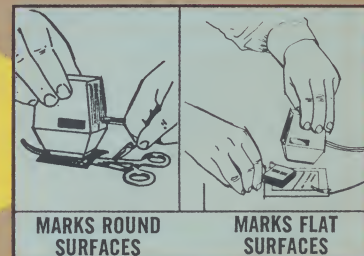
M603

Complete Kit Only

\$19⁹⁵

Everything needed to make hundreds of markings

UNCONDITIONALLY GUARANTEED



MARKS ROUND SURFACES

MARKS FLAT SURFACES

Use it to mark tools, toys, cameras, skates, saws, dies, bicycles, golf clubs, typewriters, silverware, auto supplies, office equipment, etc. Safe to use, uses only as much current as a flashlight. Each kit contains a hi-impact plastic metal etcher, complete with cord, ground plate, chemical solution and stencils. Refill kits available at a nominal cost. Duplicates names, messages, designs or numbers.

HOW MAGNA METAL-ETCH WORKS. It uses an electro-chemical principle to either etch or mark metal surfaces. Make your message on the special stencil supplied. Add a little chemical solution to the marking head and snap on the prepared stencil. Attach the ground clip, plug cord into any 110 Volt, AC outlet and start marking. Takes only 2 to 5 seconds to etch each mark.

ACCESSORY SUPPLIES M603-A Adaptor kit for aluminum and black oxide surfaces..... \$2.95
M603-B 25 chrome plated, solid brass labels \$2.50 M603-C 50 Stencils \$2.50

ORDER BLANK ON PAGE 4

SAVES THOUSANDS OF DOLLARS PER YEAR IN TOOL LOSS!!

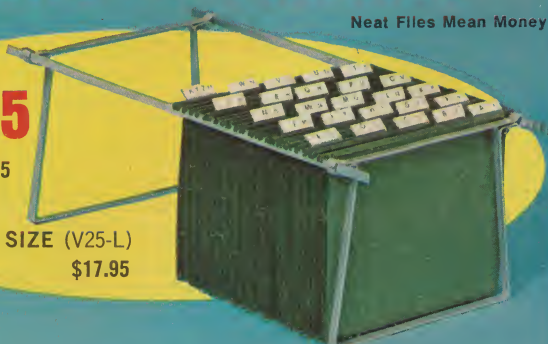
HANGING FILE FOLDERS AND FRAMES

Neat Files Mean Money

only
\$14⁹⁵

V-25
packed 100
to a box

LEGAL SIZE (V25-L)
\$17.95



It costs so little and means so much, in time saved, in efficiency, and in money! Modernize your present filing cabinets and drawers with these hanging files. They can't sag . . . they always stay upright. Has adapter frame which is instantly adjustable to present file drawers. Sets up easily without tools. File folders are made of heavy-duty kraft base stock with built-in steel rails to prevent torn or frayed edges. Papers are always neat and easy to find in easy-to-move folders. Rails glide almost without any pressure. Folders come in an eye-pleasing gray-green color. Set comes complete with long-life, clear plastic snap-on tabs and set of A to Z inserts. Use 'em once, you'll never be without them again.

FRAMES, INDIVIDUALLY PACKAGED . . . (V 101) . . . only \$1.95
LEGAL SIZE (V 201) . . . only \$2.25

UTILITY RACKS AND SORTERS

LETTER TRAY. One piece heavy duty construction. Four slanted tiers with card holders. With mar protectors. Legal size 71L.

CORRESPONDENCE SEPARATOR. They can't bend. Have no sharp edges inside or out. Five pockets and label holder with inserts, cellophane protector. Legal size 72L.

SORTING RACK. Shelves slide easily and are slotted for identification. Three compartments. Heavy gauge steel. Stack one on top of the other. Letter size only.

STATIONERY HOLDER. For quick selection of papers, p.o.'s. Height 10½", width 9½", depth 11". 5 shelves and 2 compartments. In legal size 74L, choice of Mist Green, Beige, Black or Gray.

UNDER-TELEPHONE INDEX

BEIGE

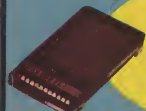
PHONE
HIDES
IT ALL.

SAVES DESK SPACE!!!



GREEN

E602



BLACK

INDEX
COMPLETE
WITH SPACE
FOR PAD
AND PEN

\$6⁹⁵

color choice
matches your
telephone



IVORY

Fits beneath your desk telephone . . . saves valuable desk working space. Just a flick of the finger-tips and the correct alphabetical page slides out. It's fool-proof . . . always get the letter you want. Space for 720 names and numbers. Of hi-impact plastic. Unit size 11" long, 5½" wide, 1½" high.

They said it couldn't be done!

But we did it!

RADIO SUNGLASSES

Protects the eye! Soothes the ear!

Not a toy . . . but a miracle of electronic engineering. High Fashion Sunglasses and a Powerful AM Radio



Complete
with
battery and
carrying case

\$19⁹⁵

R600
FOR MEN
AND WOMEN
R601



DAZZLING PEARL FOR WOMEN — EBONY FOR MEN

Enjoy music, news, sports or your favorite programs while taking in the scenery. Nobody around you hears a sound. Powered by a tiny battery, giving up to 160 hours of listening pleasure. Has a terrific pickup range. Its uses are unlimited. Listen to music in places where a radio is prohibited. The lenses are precision ground and the frames are of the latest design. If you wear prescription lenses they can be set in these frames by your optician. Lustrous pearl for the ladies and masculine ebony for the men. Weighs only a feather weight 3 oz.

MAGNA-SALES DESK HEIGHT ROLLAWAY FILE

HAVE IMPORTANT PAPERS
AT YOUR FINGER-TIPS

WITH
FOLDERS,
TABS AND
INSERTS

\$24⁹⁵

LEGAL SIZE FILE \$29.95
V105-L

No more getting up and down . . . going back and forth to the files. BRING THE FILES TO YOU. These units can save countless steps, enabling the employee to work comfortably while remaining near desk and phone. Comes complete with hanging file folders, plastic tabs and alphabet inserts. Hinged lid with chrome handle drops back and down . . . out of the way. Choice of Mist green, gray, desert tan or black.



• Hinged lid
with chrome
handle

V105

• Sturdy,
welded
construction

EASY
ROLLING
2" CASTERS

Work While On The Move! NEW MAGNA-SALES AUTO DESK



AS SNACK TRAY

WORKING TABLE

GAME TABLE
FOR THE KIDS

Telescoping angle
adjustment brings
up or down desired
desk level.

now you can work
eat in your car or truck
with all the convenience
of home or office

\$15⁹⁵

M-159

IDEAL FOR . . . Salesmen ■ Truck Drivers ■ Law Enforcement
Officers ■ Route Men ■ . . . and eating in the family car.

FULL 12" x 20" SIZE

A desk while you drive and has space for parcels and packages underneath!
Fits any size car and truck. Folds up compactly when not in use. Sturdy spring-
loaded clip board holds all your important papers. Indestructible plastic desk
top. All steel frame . . . no sharp edges. Needs no special tools to set up and
once you use it you'll always want it with you when you're on the move.
Designed for salesmen, drivers, law enforcement officers, etc.

ORDER FORM

MAGNA-SALES CO.

1555 HOWARD STREET DEPT. F.J.
CHICAGO, ILLINOIS 60626

UNCONDITIONAL
GUARANTEE

You must be 100% satisfied
with everything you
purchase or your money
refunded.

Qty	No.	ITEM	PRICE EA.	TOTAL PRICE
		Rotex labeler. See order blank on page 1.		
		TOTAL		

NAME

COMPANY

TITLE

ADDRESS

CITY

STATE

ZIP

SIGNATURE

PAYMENT ENCLOSED ☐

SEND BILL ☐

All merchandise shipped F.O.B. Chicago — Illinois Customers, add 4% sales tax.

MAGNA-SALES CO. DEPT. F.J.

RAIN-TOTE®

Pocket Pack Emergency Raincoat

Never before has there been such an outstanding
new business builder and gift sensation.



Folds to no
bigger than
pack of cigarettes

FULL-LENGTH RAINCOAT

complete with hood,
snap fasteners and
carrying case.

Of fine plastic in blue,
yellow, clear. Large, me-
dium and small sizes fit
men, women & children.

M-680

only **20c**
Each

In lots of 48 doz.
(\$115.20 per case).
4 dozen lots, 25c each.
(\$12.00 per carton).
SAMPLE DOZEN \$4.50
Assorted sizes and colors
Blue, Yellow, Clear

As a new business incentive, it's unbeatable . . . and why not . . . everyone
can use one when that unexpected downpour starts. Keeps you as dry as
the expensive raincoats, yet costs as little as 20c a piece. At this price, you
can't afford not to use them as business builders, prizes, premiums, door
openers . . . or just as good, sell them and make yourself a nice profit.
They are a natural for hotels, beauty salons, opticians, funeral homes, gas
stations, restaurants . . . just about every type of business or institution
that is looking for a low-priced gift or premium with wide appeal . . . and
what's got more appeal than raincoats for the entire family. This is the
greatest raincoat buy you'll ever make! Order today on our guarantee that
you must be fully satisfied with Rain-Tote® or full money refunded.

You receive folded raincoat in a
carrying case no bigger than the
width of a pack of cigarettes.

Ideal for those odd jobs that are
always occurring about the house
. . . washing the car . . . painting the
house . . . washing the family
pet . . . gardening . . . and even
housecleaning.

Salesmen find them great as door openers. They just tuck their calling card
into the case and they receive a royal welcome wherever they go! Women
will want to stick one or two in their purse to protect them and their new
outfit from the rain. Men will find it practical to keep one in the glove
compartment . . . and don't forget the school kids, it will be to the parent's
benefit to have the kids keep one in the school locker. In fact, everyone
needs a Rain-Tote®.